

Mr Atalay AYDOĞDU
Counsellor for Commercial Affairs
Turkish Embassy in Sarajevo
Vilsonovo Šetalište bb
71000 Sarajevo

INVITATION TO THE 13th SARAJEVO BUSINESS FORUM (SBF) 2024

Dear Mr. Aydoğdu,

We are honored to extend a warm invitation to the esteemed Turkish Embassy to kindly pass along our invitation to businesses and companies in Türkiye to participate in the 13th Sarajevo Business Forum (SBF) 2024. This event is scheduled to take place on May 22-23, 2024, in Sarajevo, the capital city of Bosnia and Herzegovina.

Organized by Bosna Bank International (BBI) and held under the esteemed Patronage of the Presidency of Bosnia and Herzegovina, the SBF 2024 serves as a crucial platform for fostering international business connections. We believe that the active participation of businesses from Türkiye will contribute significantly to the success of this event.

The official program on May 22, 2024, at the National Parliament Building, offers a prime opportunity for delegates from Türkiye to engage in discussions on potential investment opportunities and strengthen business ties between Türkiye and Bosnia and Herzegovina.

The Sarajevo Business Forum has gained prominence as a leading international investment and business conference, attracting 1500-2000 business representatives annually. We encourage the Embassy to forward this invitation to relevant businesses and companies in Türkiye, spanning various sectors, to maximize the networking potential and capitalize on the unique opportunity to engage with a world-class business network.

This event underscores our commitment to economic growth and collaboration, not only for Bosnia and Herzegovina but also for the broader Western Balkans region. The presence of businesses from your country will undoubtedly contribute to the success of the event, fostering enduring connections and advancing our shared commitment to a robust partnership.

For further details and to confirm participation, interested companies from Türkiye are kindly requested to contact the Main Organizer, Bosna Bank International, at admir.meskovic@bbi.ba. Additional information about the event can be found at www.sarajevobusinessforum.com.

We express our sincere appreciation for your assistance in disseminating this invitation and eagerly anticipate the participation of businesses from Türkiye at the 13th Sarajevo Business Forum.

Sarajevo, February 12, 2024

Sincerely,



Alek Bakalović
President of the Management Board

SBF 2024 INDUSTRIES & TOPICS IN FOCUS

EU AGENDA FOR WESTERN BALKANS

Regional collaboration opportunities and strategies
Invest in Western Balkans / Invest in B&H
Regional Cooperation for the Future: EU / CEFTA
RCC & The Western Balkans (WB); Connectivity & Mobility
Cross-Border Trade Facilitation

INFRASTRUCTURE AND CONNECTIVITY

Sustainable Development & Energy Management
Renewable Energy Solutions; Green Business & Recycling
Roads for the Future: Highways, Railroads, Airports
Renewable transportation; Public-Private-Partnerships (PPPs)

TOURISM

Health tourism; Franchise opportunities in tourism; Tourism infrastructure
Destination Management; Country Branding & Promotion
Halal Friendly Tourism; Regional tourism collaboration

REGIONAL SUCCESS STORIES

Cross-Border Collaboration; Innovative Business Models
Investment Triumphs; Digital Transformation
Sustainable Development; Social Impact
Government and Private Sector Partnership
Resilience in Challenging Times

FOOD & HEALTH

Sustainable Globalization of Food Production
Advanced Automation
Efficient Manufacturing, Production & Energy Management
Halal Food & Services
Health and Wellness in Food Services
Climate-Conscious Food Production Challenges

IT & TELECOMMUNICATIONS

Digital Transformation
Cyber security and data privacy
E-Commerce & Cloud solutions
Artificial Intelligence (AI) and Machine Learning (ML)
5G and Beyond: Shaping the Future of Connectivity
Smart Cities and Intelligent Infrastructure

FINANCE, BANKING & ECONOMY

Digital Transformation in Finance
Digital Economy: Mobile Banking
Sustainable Finance and Impact Investing
Participation Banking & Economy / Takaful
Customer / User Experience
Digital Finance: Blockchains & Digital Money

and much more.